

# fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343 / JUNE 11, 1962

## 1962

january							february							march						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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april							may							june						
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july							august							september						
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29	30	31					26	27	28	29	30	31		30						
october							november							december						
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28	29	30	31				25	26	27	28	29	30	31	30	31					

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 8, 1962</u>			
June 8	MACY'S RELEASE DATE--Bridal fashions. (No Show)		
Friday June 8	PREVIEW OF FALL- WINTER FUR FASHIONS	LAURENCE H. KAYE FURS (345 SEVENTH)	HOTEL PLAZA TERRACE ROOM
9:00 A.M. Breakfast	Laurence H. Kaye will preview his Fall-Winter fur fashions. For press and buyers, by invitation. Thereafter, beginning Mon., June 11 at 10:30 and 2:30, by appointment at showroom. Contact: Rose Ciacchi, OX. 5-8340.		
Friday June 8	PREVIEW OF FALL IMPORT FASHIONS	FONTANA OF ROME	HOTEL PLAZA STATE SUITE
10:30 A.M.	Preview of Fontana's Fall import fashions. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.		
Friday June 8	PREMIERE OF FALL WHOLESALE FASHIONS	MARTIER-RAYMOND	13 WEST 57TH STREET SHOWROOM - 2ND FLOOR
12:00 Noon Champagne	Martier-Raymond will premiere their Fall wholesale collection of daytime to evening fashions, at new showroom. For press and buyers, by invitation. Thereafter, by appointment. Publ.: Muriel Victor, PL. 3-0697.		
June 8	FORMFIT PRESS SHOWING AT 2:00 P.M. Publ.: Miss Jo Springer, GR. 3-1455.		
Friday June 8 3:00 P.M.	TWENTY-SEVENTH ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
	"August Mademoiselle, Campus Guide"--Back-to-school fashions from Mademoiselle's August 1962 college issue. Merchandise exhibit and reception, 3:00 P.M. Showing promptly at 4:00 P.M. Tickets: \$7.50, by invitation only. (Special buses, Metropolitan Opera, from 2:30.) Contact: Susan O'Reilly, MU. 9-5900, Ext. 670.		
<u>WEEK BEGINNING SUNDAY, JUNE 10, 1962</u>			
Sunday June 10 5:00 P.M.	PREVIEW: CALIFORNIA FALL COLLECTION	GEORGIA BULLOCK	SAVOY-HILTON HOTEL THE COLUMNS
	"Vintage Collection"--wine tasting and musical showing of Georgia Bullock's Fall and "Barefoot" fashions, color-coordinated to the fine wines of California. By invitation. Thereafter, daily at 5:00 P.M. in private suite. Contact: Margaret Larson at Bell & Stanton, 441 Lexington Avenue, YU. 6-1250.		
June 11	ABRAHAM & STRAUS RELEASE DATE--Bridal fashions. (No Show)		
Monday June 11-	OPENING OF FALL COLLECTION	CLARE POTTER (WEST NYACK, N.Y.)	SHERATON RUSSELL HOTEL PARK AVE. & 37TH STREET
June 15 10:00 A.M.	Showing daily at 10:00 A.M.; also special negligee collection. Contact: NANuet 3-2523, or MU. 5-7674.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 11 10:30 A.M. Champagne	PRESS PREVIEW: FALL- WINTER FUR COLLECTION  Ben Kahn will present his Fall-Winter fur collection; also premiere show- ing of a couture group, designed by Pauline Trigere. By invitation. Buyers' showings June 12, 13, 14 at 2:30 P.M. By appointment. Publicity: Mathews-Latham, 128 E. 37th Street, MU. 5-7907.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Monday June 11 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION  Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By in- vitation. Trade showings, Tues., June 12 at 2:30, and Wed., June 13 at 10:30. Thereafter by appointment. Contact: CH. 4-8685. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 11 2:30 P.M.	PREVIEW OF GLOVE DRESSING FOR FALL  "The <u>You</u> in fashion"--a fashion collage. Contact: Helen Sisson, CH.4-0290.	HANSEN GLOVE CORP.	HOTEL BILTMORE LIBRARY (A-1)
Monday June 11 3:30 P.M.	PREVIEW OF "FANTASY IN FURS"  Theatrical fashion show, including 70 fur fashions by leading American designers; also an exclusive collection by Cardin, Sybil Connolly, Givenchy, Pucci. Thereafter to be seen in major cities this Fall. By invitation. Publicity: Nona Lou Greene at Ruder & Finn, PL. 9-1800.	FUR INFORMATION & FASHION COUNCIL	F. I. T. 227 WEST 27TH STREET
Monday June 11 4:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION  Daytime, cocktail, and evening fashions for Fall. Showing at 5:00 P.M. By invitation. Thereafter by appointment. Contact: EL. 5-0989.	DOROTHY DICKERSON	19 WEST 57TH STREET SALON - 5TH FLOOR
Monday June 11 5:00 P.M.- 7:00 P.M.	COCKTAIL PARTY: NEW BRIDAL SALON  Special cocktail party to review Henri Bendel's new bridal salon. (For release, Wed., June 13.) By invitation. Contact: CI. 7-1100, Ext. 345.	HENRI BENDEL	5TH FLOOR BRIDAL SALON
Beginning Monday June 11	SHOWING OF IRISH FASHIONS  Continuous daily showings of Irene Gilbert's Fall Irish Tweed suits, coats, and dresses. Contact: Lillian Frank, PL. 5-4592 or PL. 3-3500.	IRENE GILBERT	LILLIAN FRANK 42 W. 58TH ST., RM. 212
Monday June 11- June 29	FASHIONS FROM AUGUST- SEPTEMBER ISSUES  Showing and display of editorial and advertised fashions, accessories, and promotion plans from Fall issues. For store and buying office executives. By appointment, 9:00-5:00 P.M. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	320 PARK AVENUE SHOWROOM - 8TH FLOOR
Monday June 11- June 31	OPENING OF FALL COLLECTION  Continuous daily showings of neckwear, scarfs and hoods in knits, fake and real fur. Contact: OX. 5-6323.	FUR FLYERS, INC.	37 WEST 39TH STREET PENTHOUSE
Tuesday June 12 9:00 A.M. Champagne- Breakfast	PREVIEW: FALL-WINTER FUR COLLECTION  Fall and Winter fur collection. By invitation. Thereafter, 10:30 and 2:30, at showroom, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, 32 East 57th Street, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH STREET)	HOTEL PLAZA TERRACE ROOM

READY-TO-WEAR TIME TABLE, WEEK OF JUNE 11  
 ("O" REFERS TO OPENINGS; "P" PREVIEW OR PRESS SHOW; "\*" ALSO SHOWING FRIDAY)  
 For more details, refer to specific listings in current and previous issues.

<u>MONDAY, JUNE 11</u>	<u>TUESDAY, JUNE 12</u>	<u>WEDNESDAY, JUNE 13</u>	<u>THURSDAY, JUNE 14</u>
7:30	Milliken	Milliken	Milliken
9:00 Lawrence of London	Lawrence of London	Lawrence of London Maria Krum(P)	*Lawrence of London
9:30 Style Trends	Style Trends Tiffneau-Busch Cameo; Five-Thirty	Style Trends Cameo; Five-Thirty	*Style Trends Tiffneau-Busch Cameo; Five-Thirty
10:00 Clare Potter(O)	Clare Potter Frank Gallant Adele Simpson Jack Sarnoff Marquise Ben Reig	Clare Potter Frank Gallant Adele Simpson Seymour Fox	*Clare Potter Frank Gallant Adele Simpson Jack Sarnoff Marquise
10:30 Edward Abbott Leonard Arkin Hattie Carnegie	Edward Abbott Handmacher-Vogel Ben Zuckerman Herbert Sondheim Rudolf William Fox David Crystal (Dresses)	Edward Abbott Leonard Arkin *Hattie Carnegie Herbert Sondheim Jane Derby Monte-Sano & Pruzan David Crystal (Dresses)	*Edward Abbott
David Crystal (Dresses)			Rudolf William Fox
11:00 Wragge	Arkey		
11:30 Arthur Jablow Andrew Arkin Style Trends	Mignon	Arthur Jablow Andrew Arkin Style Trends	*Style Trends
12:00 Estevez	Estevez Mollie Parnes Louis Goldstein Vera Maxwell Talmack Lanz Harold Levine	Mollie Parnes Louis Goldstein Vera Maxwell Paul Blumenstein Lanz	Estevez Mollie Parnes Louis Goldstein Vera Maxwell Talmack
1:00 Teal Traina	Teal Traina Harvey Berin	Teal Traina Harvey Berin	Harvey Berin
1:15	Oleg Cassini	Oleg Cassini	
1:30	Lee Claire	Lee Claire	Lee Claire
2:00 Rappi	Rappi Originala Mam'selle	Rappi Harry Frechtel	Rappi
2:15	Paul Parnes		
2:30 Sam Friedlander	House of Jamison George Carmel	House of Jamison Maurice Rentner	House of Jamison George Carmel

(continued on following page)

READY-TO-WEAR TIME TABLE (continued from page 3)

<u>MONDAY, JUNE 11</u>	<u>TUESDAY, JUNE 12</u>	<u>WEDNESDAY, JUNE 13</u>	<u>THURSDAY, JUNE 14</u>
2:30 Hayette	Martini Trigere Hayette Ira Rentner Ceil Chapman Branell	Christian Dior-N.Y. Trigere Hayette Ira Rentner Larry Aldrich	Martini
3:00 Andrea A. Anne Fogarty	Margot Anne Fogarty	Andrea A.	
3:30 La Vigna Style Trends	La Vigna Style Trends	La Vigna Style Trends	*La Vigna *Style Trends
4:00 Lawrence of London	Lawrence of London Frank Starr Aywon Townley-D.Brooks Anthony Blotta(P)	Lawrence of London Frank Starr	Lawrence of London* Frank Starr Aywon Townley-D.Brooks
4:30 Dorothy Dickerson(P)			
5:00 Georgia Bullock	Georgia Bullock G. Stavropoulos Scaasi	Georgia Bullock G. Stavropoulos	*Georgia Bullock *G. Stavropoulos

Tuesday June 12 12:00 Noon Luncheon	"WHAT MAKES MEN SO 'SCENTSITIVE'?" Historically Speaking: Elizabeth Riefstahl, Curator Emeritus, Brooklyn Museum; Psychologically Speaking: Dr. Eric Mosse, F.A.P.A.; "Retailistical- ly" Speaking: Michael Thomas, Neiman-Marcus. Price: \$9.50, members; \$12.50, guests. By reservation. Contact: Annette Green, MU. 3-5563.	THE FRAGRANCE FOUNDATION	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday June 12 12:00 Noon Luncheon	PRESS PREVIEW OF NEW PRODUCT Demonstration of new product at 12:15, followed by luncheon. By invitation. Publicity: Amy Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN, INC.	655 FIFTH AVENUE LITTLE THEATRE
Tuesday June 12 12:00 Noon 2:00 P.M.	PREVIEW: NEW HOME FURNISHINGS FABRIC Introducing new fabric in home furnishings field. Publicity: Marjorie Hoyne at D'Arcy Co., PL. 8-2600.	COURTAULDS (600 FIFTH AVENUE)	HOTEL PLAZA WHITE & GOLD SUITE By invitation. Pub-
Tuesday June 12 2:30 P.M.	PREMIERE: FURS BY JACQUES HEIM Fall-Winter fur fashions, designed in Paris by Jacques Heim, exclusively for Sol Schulman. For press and buyers, by invitation. Thereafter, daily at 10:30 and 2:30, by appointment. Publ.: Gwen Considine, PE. 6-4481.	SOL SCHULMAN COMPANY	150 WEST 30TH STREET SHOWROOM - 9TH FLOOR
Tuesday June 12 4:00 P.M.	PRESS SHOWING OF DESIGNER COLLECTION By invitation. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 13 12:15 P.M.; 6:00 P.M.	FALL BRIDAL SHOW FOR CUSTOMERS Showing of Macy's Fall bridal collection. By admission ticket only. Contact: Bridal Dept., OX. 5-4400, Ext. 2446.	MACY'S NEW YORK	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 12 5:30 P.M. Cocktails	PREVIEW: WOMEN'S KNITTED FASHIONS "New Faces In Woolknits"--sixteenth annual fashion show and banquet, pre-viewing women's wool knitwear for Fall. Annual Woolknit Awards for top creativity. By invitation. Knitters and designers admitted to banquet at 7:30, after show. Publicity: Eleanor Kairalla, MU. 8-1171.	WOOL ASSOCIATES, INC.; AMERICAN WOOL COUNCIL	HOTEL PIERRE GRAND BALLROOM
June 13	HENRI BENDEL'S RELEASE DATE--Bridal fashions. Preview Mon., June 11. (See p.2)		
Wednesday June 13 9:00 A.M. Coffee	PREVIEW OF FALL COUTURE COLLECTION Presentation of Maria Krum's couture daytime, travel, and evening fashions. For press and buyers, by invitation. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Wednesday June 13 9:30 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Fantasia Furs will present their Fall-Winter fur collection. By invitation. Contact: LA. 4-0330. Publicity: Ruth Hammer Assoc., EL. 5-7872.	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 13 11:00 A.M.	PREVIEW: FALL-WINTER FUR FASHIONS Couturier Fashions--showing of Fall-Winter furs. Contact: LA. 4-1700.	STONE & STONE	333 SEVENTH AVENUE SHOWROOM - 14TH FLOOR By invitation.
Wednesday June 13 3:30 P.M. Champagne	PREVIEW: FUR FASHIONS FOR FALL-WINTER Preview of Fall-Winter fur fashions for Mona Lisa by Max Koch. By invitation. Commentator: Mia Grau. Contact: CH. 4-5852.	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday June 14 9:00 A.M. Breakfast	PRESS SHOWING OF FALL COLLECTION Special New York showing for press of Werle's Fall collection. By invitation. Buyers' showings, by appointment. Contact: CI. 7-2200. Publicity: Eleanor Lambert, MU. 8-2130.	WERLE (626 N. ROBERTSON, L.A.)	HOTEL GOTHAM SUITE 1409
Thursday June 14 10:30 A.M. Coffee	PRESS PREVIEW OF FALL BRIDAL FASHIONS By invitation. (For release, Mon., June 18.) Customer showing, Mon., June 18 at 6:30, St. George Hotel, Grand Ballroom. By reservation. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR BRIDAL SALON
Thursday June 14 12:30 P.M. Luncheon	FALL FASHIONS AT BENEFIT LUNCHEON John Weitz will present a special group of his Fall fashions, for the benefit of J.O.B. (Just-One-Break), available at Henri Bendel. Shoes--David Evans. Honorary Hostess: Eleanor Lambert. By invitation and admission card only. Contact: LO. 3-4920.	JOHN WEITZ DESIGNS INC. (1407 BROADWAY)	VOISIN RESTAURANT 575 PARK AVENUE
Thursday June 14 5:00 P.M.	"GLIMPSE OF THE FUTURE" PRINCE MATCHABELLI INC. --COCKTAIL PARTY By invitation only. Contact: Margaret Bickel, OX. 7-4900.	PRINCE MATCHABELLI INC.	SHERATON-EAST HOTEL DIPLOMAT SUITE
Thursday June 14 6:00 P.M.- 8:30 P.M.	COCKTAIL PARTY FOR SPECIALTY STORE BUYERS Mr. Charles Revson will host a cocktail party for specialty store buyers, and executive personnel. By invitation. Contact: Frances Sobol, CI. 5-3300, Ext. 268.	REVLON, INC. (666 FIFTH AVENUE)	HOTEL PIERRE TEAKWOOD SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 15	OHRBACH'S RELEASE DATE--Late Summer-Early Fall bridal fashions. (No Show)		
Friday	FALL FASHIONS--	THE FASHION GROUP, INC.	WALDORF-ASTORIA
June 15	BREAKFAST & LUNCHEON	(9 ROCKEFELLER PLAZA)	BALLROOM
9:00 A.M.	Fall ready-to-wear fashions; sportswear signatures; accessory and mil-		
And	linery exhibit. Prices: Breakfast--\$6.00, members; \$10.00, guests.		
12:00 Noon	Luncheon--\$10.00, members; \$15.00, guests. Contact: CI. 7-3940.		
Saturday	25TH ANNIVERSARY	TOBE-COBURN SCHOOL	851 MADISON AVENUE;
June 17	ALUMNAE "GALADAY"	ALUMNAE ASSOCIATION	CIRCLE LINE BOAT
9:30 A.M.	Fashion show and speakers (morning, at school); luncheon at Longchamps, 79th St.; alumnae panel, cocktails (afternoon at school); champagne, danc-		
	ing by moonlight on chartered boat (evening). Co-chmn.: Kay Corinth, Seventeen Magazine; Betty Goodman, Sportwhirl. Contact: Jo Riggs, TR. 9-4644.		
June 18	MARTIN'S RELEASE DATE--Bridal fashions. Preview June 14, 10:30. (See p. 5)		
Monday	FALL LINGERIE	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE
June 18	COLLECTION		SHOWROOM - 30TH FLOOR
2:30 P.M.	Fall and Winter lingerie and foundation showing. Press invited, June 18 at 2:30; June 19 at 9:30 A.M. Contact: Dorothy Tivis, JU. 2-6767. Pub-		
	licity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.		
Tuesday	FALL MILLINERY AT	CHRISTIAN DIOR	BERGDORF GOODMAN
June 19	PREVIEW SHOWING	MILLINERY	SALON - 2ND FLOOR
11:30 A.M.	Preview for press and buyers of Fall millinery collection by Christian Dior- New York. By invitation. Publ.: Edith Kingston, PL. 3-7300, Ext. 423.		
Beginning	OPENING: FALL-WINTER	L.F. GOMPERTZ, INC.	224 WEST 30TH STREET
Tuesday	FUR FASHIONS		SHOWROOM - 7TH FLOOR
June 19	Showing of Mr. Fred's fur originals, designed for L.F. Gompertz. By appointment. Contact: Albert Gompertz, PE. 6-8515.		
Wednesday	PRESS PREVIEW OF	STERN'S	3RD FLOOR
June 20	BRIDAL FASHIONS		BRIDAL SALON
9:30 A.M.	Preview of Stern's bridal fashions. (For release, Fri., June 22.) By invitation. Customer showing, Sat., June 23 at 11:00, Special Events Center, 6th floor. Publicity: Mildred Collins, LO. 5-7960.		
Breakfast			
Monday	PRESS PREVIEW OF	BERGDORF GOODMAN	2ND FLOOR
June 25	FALL MILLINERY		
11:30 A.M.	Bergdorf Goodman will preview their Fall millinery collection, designed by Halston. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Tuesday	PREVIEW OF FALL	MR. JOHN, INC.	24 WEST 57TH STREET
June 26	MILLINERY COLLECTION		SALON - 7TH FLOOR
10:30 A.M.	Mr. John's Fall collection of millinery for press and buyers. By invita-		
	tion. Publicity: Joseph Mann, PL. 7-1966.		
Tuesday	SECOND ANNUAL AMERICAN	LEATHER INDUSTRIES	WALDORF-ASTORIA
June 26	SHOE DESIGNERS' AWARDS	OF AMERICA	SERT ROOM
5:00 P.M.-	Shoe awards to nine outstanding designers of men's, women's, and children's shoes, during Tanners Council 60th annual leather show. Special exhibit of sketches by winners and contestants in "The Young America Shoe Designer Awards." Press by invitation. Contact: Mel Salzman, MU. 6-7956.		
7:00 P.M.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 28 10:30 A.M.	PREVIEW OF FALL MILLINERY COLLECTION Hattie Carnegie wholesale millinery collection at a special preview. By invitation. Contact: Miss Jacqueline, PL. 9-7710.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON - 2ND FLOOR
Thursday June 28 6:00 P.M. Supper	PREMIERE SHOWING OF NEW BEAUTY PRODUCT "Beauty On The Beach"--introduction of beauty product. Beachwear--Tina Leser. Sandals--Bernardo. Hats and Accessories--Therese Ahrens. Press preview at 5:30. By invitation. Contact: Jan Taylor at Marianne Strong Assoc., 25 East 83rd St., RE. 7-6633.	RENAUD OF FRANCE (DIV.OF SEA AND SKI CO.)	S.S. SANTA PAULA PIER #57, WEST 15TH ST.
Monday July 2 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Sally Victor will invite the press to preview her Fall collection of millinery. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Friday July 6 10:00 A.M.	PREMIERE PREVIEW OF FALL MILLINERY Adolfo will present-- "Vernissage--Autumn and Winter millinery." For press, by invitation. Buyers showings, by appointment. Contact: Miss Elizabeth, MU. 8-4410. Publ.: Eleanor Lambert, MU. 8-2130.	ADOLFO, INC.	22 EAST 56TH STREET SALON - 8TH FLOOR
Monday July 9 5:00 P.M. Cocktails	PREVIEW OF FALL MILLINERY COLLECTION Emme will preview her Fall millinery to the press and buyers. By invitation. Contact: MU. 8-1224. Publ.: Ruth Hammer Assoc., EL. 5-7872.	EMME (19 WEST 57TH STREET)	SHERRY NETHERLAND HOTEL CRYSTAL PAVILLION
Tuesday July 10 9:30 A.M. Breakfast	FALL MILLINERY AT PREVIEW SHOWING Irene of New York and Rivera millinery collections for Fall. By invitation Contact: Miss Rose, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Tuesday July 10 7:00 P.M. Dinner	PREVIEW OF FALL HATS The Trade Promotion Committee of Millinery Promotions, Inc. presentation of Fall hats by the Millinery Creators of America and Millinery Fashion Exhibitors. For press and buyers, by invitation. Contact: MU. 6-2970.	MILLINERY PROMOTIONS INC. (10 EAST 40TH ST.)	HOTEL ASTOR BALLROOM

FALL CONTINUOUS SHOWINGS--These collections have opened.

ARBE ORIGINALS... Cashmere coordinates and boutique separates, designed by Dorothy 498 Seventh Avenue, 11th Floor, MU. 5-7907. Arden.

BATALDI..... Fall coat collection.  
(BAITCH & CASTALDI) 230 West 39th Street, 12th Floor, LO. 4-6886.

MARY BLACK OF.... Fall couture fashions. By appointment.  
LONDON 41 West 57th Street, 8th Floor, PL. 8-2014.

BRIARBROOK SUITS. Fall suits, designed by Stefan.  
512 Seventh Avenue, 11th Floor, BR. 9-7700.

BRITTANY Fall coat collection.  
(HENRY FRIEDRICKS) 205 West 39th Street, 13th Floor, PE. 6-8867.

FALL SHOWINGS (continued from page 7)

BOBBIE BROOKS..... Junior and petite dresses; transition and Fall sportswear.  
1407 Broadway, Rm. 3902, PE. 6-2392.

TED BROWN, INC.... Junior fashions, designed by Frances Prisco.  
1400 Broadway, 8th Floor, PE. 6-2642.

BURKE-AMEY, INC... Fall collection. By appointment.  
16 West 57th Street, 5th Floor, CO. 5-7720.

CABANA..... Sportswear, separates, at-home fashions, by Pembroke Squires.  
1410 Broadway, 17th Floor, WI. 7-0326.

CARLETTE JUNIORS.. Junior collection.  
1375 Broadway, 18th Floor, PE. 6-3700.

CLARET ORIGINALS.. Sportswear and dresses.  
498 Seventh Avenue, 8th Floor, LO. 3-6126 or LO. 3-0163.

COUTURE PETITES... Coat and suit collection, designed by Murray Nieman.  
205 West 39th Street, 2nd Floor, WI. 7-4857.

DAVID CRYSTAL..... Fall suits.  
498 Seventh Avenue, 23rd Floor, BR. 9-6560.

ELOISE CURTIS, INC. Junior collection.  
498 Seventh Avenue, 2nd Floor, OX. 5-6650.

ROBERT DARIEUX, INC... After-five fashions, designed by Robert Darieux. By appointment.  
491 Seventh Avenue, 11th Floor, CH. 4-6009.

DEVONBROOK LTD.;.. Devonbrook (suits), and Debshire (dresses and costumes).  
DEBSHIRE LTD. 1400 Broadway, 10th Floor, PE. 6-4580.

DOUGLAS & CARMONA. After-five fashions, designed by Carmona. By appointment only.  
50 West 57th Street, 6th Floor, CO. 5-0320.

LESLIE FAY..... Fall collection.  
1400 Broadway, 16th Floor, BR. 9-7700.

LILLIAN FRANK..... Imported collections by Avon; Lilo Komar; Michael Modal (bridal).  
42 West 58th Street, Rm. 212, PL. 5-4592 or PL. 3-3500, Ext.212.

WAYNE FULLER, INC.. Collection from California of sheer wools, silks, and cottons.  
Hotel Gotham, Suite 505-6, CI. 7-2200.

RUDI GERNREICH.... Fall collection, designed by Rudi Gernreich.  
Hotel Gotham, Suite 616, CI. 7-2200.

GAY GIBSON..... Junior dresses.  
1407 Broadway, Rm. 3905, LO. 5-4212.

GAY PETITES (DIV. OF GAY GIBSON) Petite fashions.  
1407 Broadway, Room 3905, LO. 5-4212.

FALL SHOWINGS (continued from page 8)

GROBE ORIGINALS.... Fall collection.

498 Seventh Avenue, 16th Floor, BR. 9-8394.

GROSS-SYDNEY..... "Petti-4"--casual wear for petite miss; "Terry Rogers," misses size  
498 Seventh Avenue, 17th Floor, CH. 4-3558.

HAYMAKER SPORTS... Shirts, skirts, separates, pants, knits.

498 Seventh Avenue, 23rd Floor, BR. 9-6560.

HEISER, INC..... Dresses, separates, and playclothes.

550 Seventh Avenue, 6th Floor, LO. 3-1534.

JONNY HERBERT..... Dresses, costumes, cocktail, and evening fashions.

PAB (JUNIOR) 498 Seventh Avenue, 18th Floor, LO. 5-6900.

MELBA HOBSON..... Sportswear, dresses, at-home fashions.

FOR MR. GEE 1407 Broadway, 25th Floor, WI. 7-8178.

HOUSE OF SUBURBIA. Casual Fall sportswear, designed by Simonetta.

525 Seventh Avenue, 17th Floor, LO. 3-7900.

JAMAIN, INC..... Misses dresses and costumes.

498 Seventh Avenue, 18th Floor, LO. 5-6900.

JAYMOUR BY..... Petite and misses dresses.

SEYMOUR JACOBSON 530 Seventh Avenue, 8th Floor, CH. 4-3488.

JUNIOR ACCENT;.... Fall collections, designed by Frank Adams.

PETITE ACCENT 498 Seventh Avenue, 10th Floor, LO. 4-1434.

KASPER, INC..... Fall collection.

498 Seventh Avenue, 16th Floor, BR. 9-8394.

BUD KILPATRICK.... California Fall fashions.

Hotel Gotham, Suite 1001, PL. 9-3000.

KIMBERLY KNITWEAR. Dresses, coats, and ensembles.

1410 Broadway, 18th Floor, LO. 4-1080.

KLEIN-BLAIKIE..... Dresses and costumes.

498 Seventh Avenue, 6th Floor, BR. 9-7580.

VIRGINIA KREMENTZ. Imports from Fabiani; Strelitz; Consentino; Goutille; Von Altman.

42 West 58th St., Rm. 203, PL. 3-4464 or PL. 3-3500, Ext. 203.

MAX LAWRENCE, INC.. Dresses and costumes, designed by Walter Gerson.

530 Seventh Avenue, 4th Floor, WI. 7-2055.

JOAN LESLIE..... Misses dresses.

1400 Broadway, 16th Floor, BR. 9-7700.

ELLEN LOCKWOOD.... Sportswear collection--domestic and imported.

1410 Broadway, 19th Floor, WI. 7-6122.

(continued on following page)

FALL SHOWINGS (continued from page 9)

LOOMICOGS..... Sportswear and separates, designed by Leo Narducci.  
1410 Broadway, 15th Floor, LA. 4-4671.

JEAN LOUIS OF..... Ready-to-wear collection, designed by Jean Louis.  
CALIFORNIA Hotel Plaza, Suite 349-51. By appointment. Contact: PL.9-3000.

ERIC LUND, INC.... Dresses, coats, and suits, designed by Eric Lund. By appointment.  
491 Seventh Avenue, 23rd Floor, WI. 7-1076.

McMULLEN CO..... Dresses, blouses, coordinates, sweaters.  
550 Seventh Avenue, 2nd Floor, OX. 5-4270.

MAIN STREET..... Rainwear, storm coats; also junior collection.  
500 Seventh Avenue, 17th Floor, LA. 4-9800.

MAJESTIC SPECIALTIES.Fall color-coordinated costume-separates.  
1410 Broadway, 16th Floor, LO. 4-3113.

MARCH & MENDL..... Rainwear and outerwear for Fall-Winter.  
P.R.L. ALL WEATHER 512 Seventh Avenue, 21st Floor, LA. 4-7942.

MARUSIA ORIGINALS..California Fall fashions. By appointment.  
St. Regis Hotel, Suite 605, PL. 3-4500.

EVIE MAXIME..... Afternoon and cocktail dresses, designed by Evie Maxime.  
498 Seventh Avenue, 12th Floor, WI. 7-5374.

MILARRE ORIGINALS. Fall collection.  
1400 Broadway, 9th Floor, WI. 7-7787.

MISTER PANTS..... Fall collection for juniors and misses.  
550 Seventh Avenue, 12th Floor, OX. 5-7320.

"MR. THOMSON"..... Back-to-school and Fall pants collection.  
1410 Broadway, 22nd Floor, WI. 7-6700.

PARNES FEINSTEIN.. Misses daytime dresses and costumes.  
530 Seventh Avenue, 10th Floor, BR. 9-0952.

MARIE PHILLIPS.... Junior dresses and wool knits.  
1400 Broadway, 8th Floor, CH. 4-2784.

GRETA PLATTRY..... Sportswear, separates, and pants, designed by Greta Plattry.  
FOR ZACARI LTD. 1410 Broadway, 18th Floor, WI. 7-1322.

R & K ORIGINALS... Fall dress collection. By appointment.  
1400 Broadway, 5th Floor, PE. 6-0900.

RAMOS SPORTSWEAR.. Ski, after-ski, city and country casuals, designed by Ruth Ramos.  
1410 Broadway, 34th Floor, BR. 9-4595.

RIVERO Y MOJENA... Daytime, after-five fashions, by Rivero y Mojena. By appointment.  
(MIAMI, FLORIDA) Savoy-Hilton Hotel, Suite 1318-19. Contact: EL. 5-2600.

FALL SHOWINGS (continued from page 10)

SAMUEL ROBERT..... Leathers, knits, skiwear.  
1407 Broadway, 27th Floor, LO. 4-6587.

RONA DRESSES, INC.. Fall collection.  
1400 Broadway, 19th Floor, CH. 4-3872.

ROSSINO-ANGELA.... Couture fashions, designed by Angela. By appointment.  
30 West 57th Street, 3rd Floor, JU. 2-1747.

SARMI, INC..... Fall collection. By appointment.  
550 Seventh Avenue, 11th Floor, CH. 4-7270.

MORT SCHRADER..... Fall collection.  
530 Seventh Avenue, 15th Floor, LO. 4-9194.

JEANE SCOTT..... Junior Fall dresses.  
498 Seventh Avenue, 19th Floor, LO. 5-2626.

SILVANO FOR..... Dresses, sportswear, at-home fashions, designed by Silvano.  
MORTY STONE, INC. 498 Seventh Avenue, 10th Floor, CH. 4-8520.

JERRY SILVERMAN... Costumes, wool dresses, by Shannon Rodgers. By appointment.  
530 Seventh Avenue, 10th Floor, CH. 4-4940.

ROBERT SLOAN..... Sportswear, dresses, separates, designed by Sylvia de Gay.  
498 Seventh Avenue, 18th Fl. Publ.: Margaret Hodge, LT.1-3260.

STEPHAN LTD..... Misses dresses.  
BY SCHRADER 530 Seventh Avenue, 3rd Floor, LO. 4-9194.

ERNST STRAUSS.... California fashions, by Monica. By appointment.  
BY MONICA Hotel Gotham, Suite 1016-17, CI. 7-2200.

STREGA, N.Y..... Monte Streitfield's dresses, sportswear, and at-home collection.  
498 Seventh Avenue, 14th Floor, OX. 5-7410.

GUSTAVE TASSELL... Fall collection.  
Hotel Gotham, CI. 7-2200.

TRAVEL AND..... Maternity Fashions, by Mme. Louise Brune. By appointment.  
MATERNITIES 437 Fifth Avenue, 4th Floor, MU. 5-5889.

TRAVILLA..... California fashions; also William Sarris group. By appointment.  
Savoy-Hilton Hotel, Suite 725-6, EL. 5-2600.

ILIE WACS COUTURE. Coats and suits.  
512 Seventh Avenue, 34th Floor, MU. 5-7907.

WERLE..... California Fall fashions. By appointment.  
Hotel Gotham, Suite 1409-11, CI. 7-2200.

MURRAY ZENKEL.... Dresses and costumes, designed by Miguel Dorian.  
530 Seventh Avenue, 19th Floor, CH. 4-2270.

